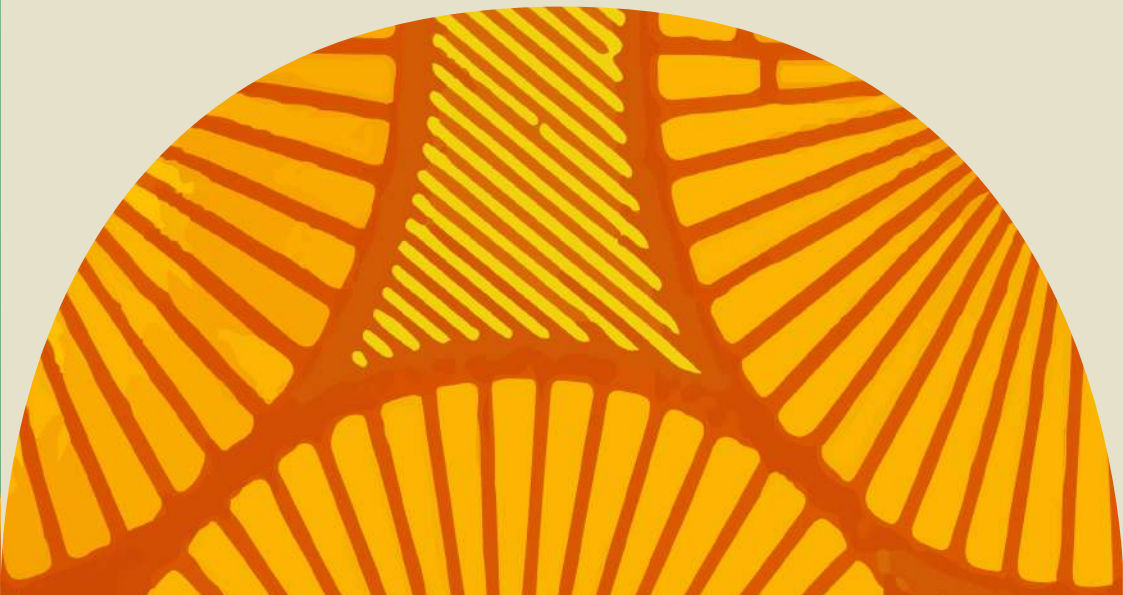


# FASHIONOMICS AFRICA

## Investing in Africa's Creative Industries





**A platform for the most exclusive  
Made-in-Africa creations that  
connects African designers with  
consumers, mentors and  
investors around the world.**

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# What is Fashionomics Africa?

**Fashionomics Africa** is an initiative of the African Development Bank that aims to increase Africa's participation in the global textile and fashion industry value chain. The initiative intends to support the development of micro, small and medium-sized businesses operating in the textile, apparel and accessories industry in Africa, with a focus on women and youth empowerment. The industry presents a unique opportunity to promote African culture and local know-how, in addition to supporting countries seeking to pursue industrialisation and to boost intra-regional trade.



# African Development Bank's Fashionomics Africa initiative:

**Leveraging Africa's diverse culture and creativity to move the continent up the textile, apparel and accessories value chain**

With Fashionomics Africa, the African Development Bank is promoting investments in the fashion industry whilst taking a value chain approach to build a Made-in-Africa brand. The programme aims to target key market failures in the African fashion industry, by increasing access to finance and to markets, market intelligence and capacity building for entrepreneurs while promoting incubation and acceleration for start-ups.



# Values

**African heritage**



**Contemporary**



**Sustainability**

# Why the textile, apparel and accessories industry?



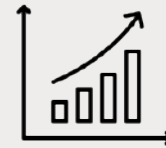
THE GLOBAL FASHION INDUSTRY IS ESTIMATED TO BE WORTH \$1.3 TRILLION.

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THE COMBINED APPAREL AND FOOTWEAR MARKET IN SUB-SAHARAN AFRICA IS ESTIMATED TO BE WORTH \$31 BILLION.

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ONLINE REVENUES FOR THE AFRICAN FASHION SECTOR ARE PREDICTED TO GROW BY OVER 14% ANNUALLY OVER THE NEXT 4 YEARS.

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IT IS ESTIMATED THAT MICRO, SMALL AND MEDIUM-SIZED BUSINESSES MAKE UP OVER 90% OF BUSINESSES GLOBALLY.

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THE INDUSTRY IS LABOUR-INTENSIVE – AND IF GEARED TOWARDS EXPORTS, IS A SOURCE FOR FOREIGN EXCHANGE.

# How do we work?

The Fashionomics Africa platform has 3 main pillars:

- a **Learning component** to find knowledge and strengthen capacities.

**M** Market intelligence reports

**D** Data

**B** Blog articles

**W** Webinars

- a **Network component** to facilitate connections between the various players of the fashion supply chain from entrepreneurs, buyers, investors, sellers to manufacturers, distributors and customers.

Stakeholders database:  
designers, wholesalers,  
producers, tailors,  
suppliers, etc.



- and an **E-commerce component** where designers from the pilot countries (Côte d'Ivoire, Nigeria, Ethiopia, Kenya and South Africa, but also Rwanda) can sell their products within Africa and to the rest of the world thanks to our partnership with DHL, our logistics partner.





# Our platform

## 1 CONNECT

Jobs, Forum, Events

- Manufacturers
- Custom clothing
- Retailers
- Designers and brands
- Suppliers
- Service providers
- Educational institutions
- Associations
- Financers
- Chambers of commerce

## 2 LEARN

Tutorials, Blog, Webinars, Reports



## 3 BUY AND SELL

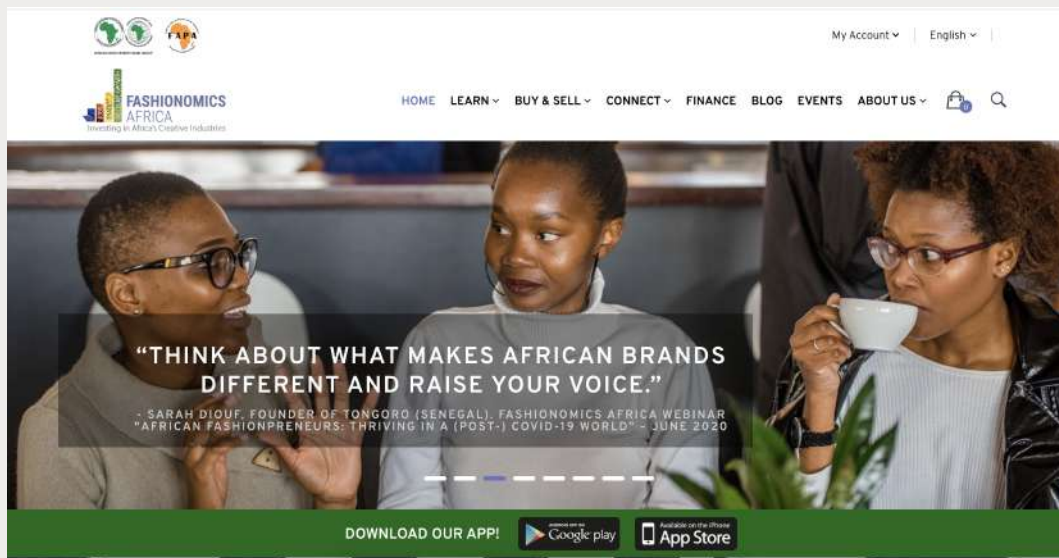
Clothing, Textiles, Accessories



# The Fashionomics Africa digital marketplace and mobile application

Supported by the Fund for African Private Sector Assistance, these platforms are the first pan-African business-to-business (B2B) and business-to-consumer (B2C) digital tools dedicated to micro, small and medium-sized enterprises in the textile, apparel and accessories industry.

The goal of the Fashionomics Africa platform is to enable African entrepreneurs operating in the textile, apparel and accessories industry to grow their businesses.



# Fashionomics Africa combines services spanning from distribution to marketing, communications and logistics



\*Disclaimer: Through Fashionomics Africa we put sellers and buyers in contact although we are not responsible for any problems that may arise after a purchase order is placed.

# Sellers target

**African  
fashion  
entrepreneurs**



**African diasporas  
Quality seekers  
Forward thinkers**



# 15,000+ FOLLOWERS ON SOCIAL MEDIA



20,000+ NEWSLETTER SUBSCRIBERS



2,600+ APP DOWNLOADS



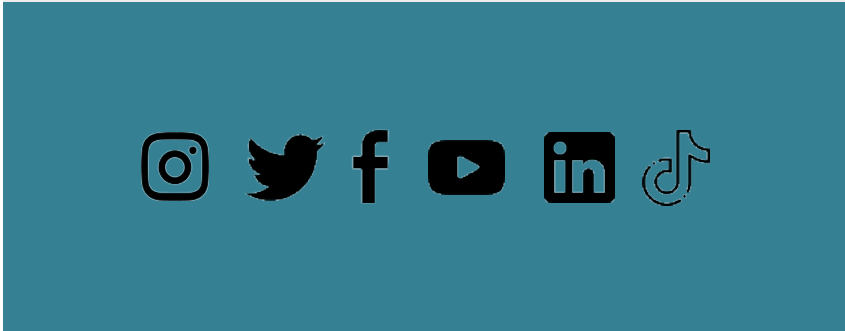
1,200+ BLOG ARTICLES UPLOADED



20,000+ REGISTERED USERS



10,000+ MONTHLY VISITS TO THE PLATFORM



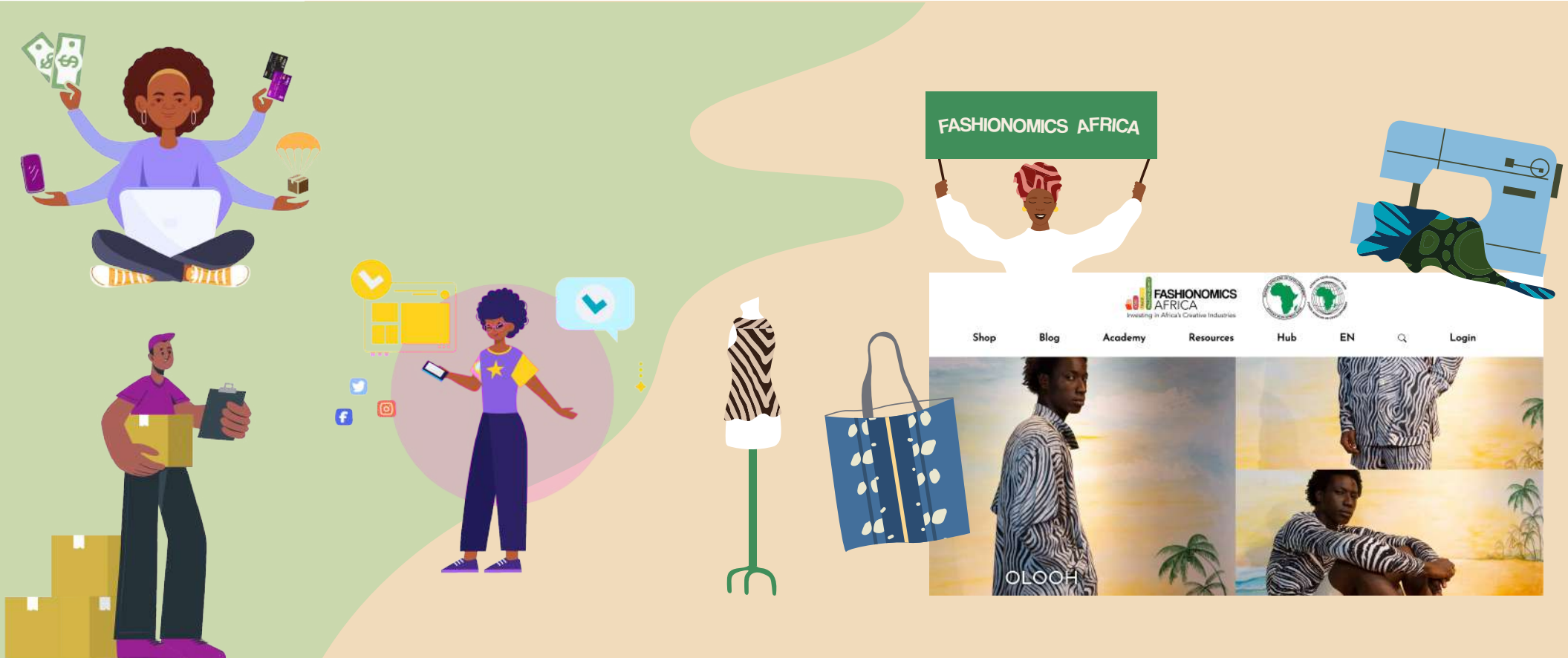
# Fashionomics Africa partners with ANKA



The Fashionomics Africa marketplace migrated to Afrikrea. Afrikrea, one of the services provided by ANKA, is the e-commerce platform of African fashion, art and crafts Made of Africa.

ANKA is the all-in-one solution to sell from anywhere, ship worldwide and get paid faster on international or local African payment methods.

Find our wonderful sellers and discover more African brands on the Afrikrea marketplace!



# Fashionomics Africa journal

Stay updated on the latest African creative industries news and enjoy our interviews with the most exclusive designers and game changers of the textile, apparel and accessories industry.



JAN 27, 2023 |

**FASHIONOMICS AFRICA'S  
MARKETPLACE MOVES TO  
AFRIKREA**



**Adele Dejak**



**Anifa Mvuemba**



DEC 2, 2022 |

**CATCHING UP WITH THE  
FINALISTS OF THE SECOND  
EDITION OF THE  
FASHIONOMICS AFRICA  
CONTEST**



**Ann McCreath**



**Moses Turahirwa**



DEC 7, 2022|

**MAKING THE METAVERSE  
WORK FOR AFRICA'S  
FASHION INDUSTRY**

# Fashionomics Africa market studies

As part of our work to increase access to relevant information about the textile, apparel and accessories industry in Africa, Fashionomics Africa conducts regular studies to collect information on the sector – especially on the needs of African fashionpreneurs.



## INVESTING IN THE CREATIVE INDUSTRIES: THE ROLE OF THE AFRICAN FASHION VALUE CHAIN IN CREATING JOBS AND INCLUSIVE GROWTH

The African Development Bank debuted **Fashionomics** in May during its annual general meeting, to discuss ways to strengthen the global value chain of Africa's fashion industry. The AfDB believes global value chains are paramount to boost inclusive growth. Fashion also offers tremendous scope for African countries to participate in regional and global integration. With Fashionomics, AfDB aims to invest in the fashion sector, to provide access to finance for entrepreneurs, and to incubate and accelerate startups by identifying and financing projects.

### UNLOCKING THE ECONOMIC GROWTH POTENTIAL OF THE AFRICAN TEXTILE AND FASHION VALUE CHAIN THROUGH THE DEVELOPMENT OF MSMEs

The Office of the Special Envoy on Gender (SEOG) is formulating specific initiatives to support the development of the fashion sector through the creation of an online marketplace platform "Fashionomics". The initiative is aligned with the Bank's focus on inclusive growth and President Adnan's high 5 agenda. The goal of the Fashionomics platform is to enable African women and youth designers to create and grow their businesses.

The specific objectives of the platform are four-fold: (i) increase access to markets; (ii) increase access to finance; (iii) provide mentorship and networking opportunities; and (iv) develop the skills of the target group operating in the formal and informal sector.

#### The textile and clothing sector and the Bank's High-Five agenda

- 4** **Power Africa:** Agribusiness (e.g. cotton) and textile facilities can be powered by renewable energy.
- 1** **Feed Africa:** Sustainable farming practices, such as organic farming, cover-cropland, farm bases that particularly focus on women farmers, who are especially marginalized, helping them better feed their families and communities.
- 100** **Industrialize Africa:** The textile and fashion industry allowed for the transformation of the major industrial blocs of just exporting them.
- 2** **Integrate Africa:** The textile and fashion industry reaches into high-quality supply chains to improve its viable economic sectors.
- 10** **Improve the quality of life for African people:** Building the industry requires investment in people's skills and qualifications.

Over the next 10 years, the Bank will support the creation of 55 special economic zones and facilitate cumulative investments of US\$ 56 billion through industrialization programmes.

#### Fashionomics Africa Online Platform: ICT as a driver of development

In addition to using traditional public and private sector financing instruments to support the growth of the textile and fashion industries, the Bank is developing the innovative and technology-driven Fashionomics Africa platform, an online interactive marketplace for vendors and request collaborators in the textile and fashion sectors in Africa. The goal is to enable young African textile and fashion entrepreneurs (both women and men) to create and grow their businesses.

#### The specific objectives are four-fold:

- 1** Increase access to markets through common capabilities (behavioral and legal) and
- 2** Increase access to finance by connecting entrepreneurs with established investors and finance
- 3** Develop skills and capabilities through trainings and provide to entrepreneurs on how to prepare business plans, branding, marketing, etc.
- 4** Provide mentorship and networking opportunities.

The scope is to connect and strengthen each link along the value chain, from products and supplies of primary materials to manufacturers and retailers, creating linkages to markets and end customers.

The Bank will also forge strategic partnerships with logistic partners to reduce transportation costs for the platform users. Supporting the development of the textile and fashion industry requires all of these instruments and, more importantly, it requires the mobilization of partners, governments and the private sector.

**Global**  
**Emerging Regions**  
Directorate - Gender, Inclusion and Creative Industries  
African Development Bank Group  
African Development Bank Group  
Group Headquarters  
Tel: +254 2034 2878

**However, the AfDB can only see accounts for only about 16% of the vast global textile market, with Africa's accounts for about 60%.**

**Each country has a rich heritage and from this heritage comes all these inspirations and ideas for 'contemporary design'**  
Tare Muehik (Kenya)

**Everyday need to be able to understand better and they need a reliable information source?**  
Mwenda J. Lwiza, Kenyan Fashion Designer

**Africa has 100 apparel export destinations and is scored in East and Southern Africa and only share 0.56% share of the global volume of clothing exports, a total of \$2.2 billion.**

**Urban production is wide spread across the continent**  
37 of the 54 African countries produce their own clothes at which 20 are exporters.

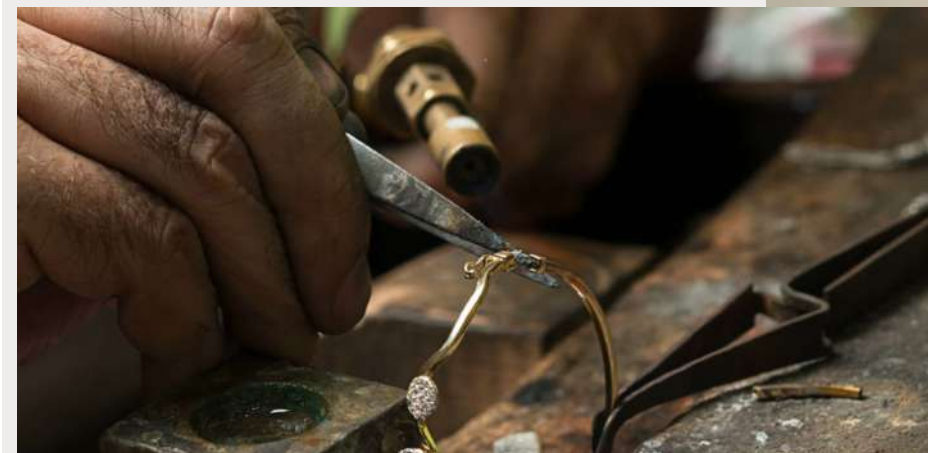
**However, the AfDB can only see accounts for only about 16% of the vast global textile market, with Africa's accounts for about 60%.**

**The Fashionomics Platform is going to be a wonderful opportunity for everyone who is in the fashion industry and who wants to be able to connect. Problems shared will be problems shared and information that is available will not be available for now because it is not available.**  
Katie Stubbins, Kenyan Fashion Designer  
African Development Bank Group



# The case for jewellery manufacturing and its contribution to value addition, job creation and capacity building activities linked to economic empowerment of women and youths

The African Development Bank has conducted a study to stimulate investment in the jewellery manufacturing value chain on the African continent. The study intended to gain a better grasp of the contribution of the jewellery manufacturing industry and its potential for job creation for women and youth in Sierra Leone, Zimbabwe and the Republic of Guinea.



# Fashionomics Africa masterclasses

The Fashionomics Africa masterclasses intend to give a better grasp of establishing and building a fashion brand – from idea to execution. The sessions focus on: financial and business acumen; capacity building on business plan development; access to finance; branding, marketing, networking; and fostering market linkages.

- Trained more than 2,500 textile, apparel and accessories entrepreneurs – out of whom 65% were women – in Côte d'Ivoire, Nigeria, South Africa, Ethiopia, Kenya and Rwanda in partnership with public and private stakeholders.
- Partnering with:



# Fashionomics Africa webinar series

In June 2020, the African Development Bank launched the Fashionomics Africa webinar series with the aim of bringing together and staying engaged with our growing community despite the coronavirus pandemic. The virtual series tackles a diversity of African fashion industry topics to spark discussion, share ideas amongst fashion entrepreneurs, industry experts, investors, financiers, business insiders and civil society representatives. The Fashionomics Africa webinar series has welcomed more than 1,200 participants from more than 40 countries – and counting.

The objective is to share best practices, identify innovative alternative channels, provide information on the business of fashion whilst equipping African fashion entrepreneurs with the necessary tools to thrive in a (post-) COVID-19 world.

## Meet some of our speakers:



**Samuel Mensah**  
**KISUA**



**Wakiuru Njuguna**  
**HEVA Fund**



**Nimco Adam**  
**Qaal Designs**



**Adama N'diaye**  
**Adama Paris**

# Fashionomics Africa trade shows

## Join our trade show community

- Honour the continent's creativity and artistic expression with all its diversity.
- Highlight Africa's growing international fashion influence.
- Penetrate international markets.
- Promote African entrepreneurship and innovative concepts.
- Networking opportunities for consumers, retailers, designers, manufacturers and more.



# Our partners



THE TONY ELUMELU  
FOUNDATION



International  
Trade  
Centre



They  
talk  
about  
us



**If you want to become  
a seller, promote your  
business or write an  
article, e-mail us at  
[info@fashionomicsafrica.org](mailto:info@fashionomicsafrica.org)**

